

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
October 20, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Jim McPartlin, Secretary	W Hotel Hollywood
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	Clarett West Development
	Greg Beck	Champion Real Estate
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	Tom Goffigon	TGPM Inc.
	John Lyons	Avalon Hollywood/Bardot
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
	Neelura Bell	CRA/LA- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Directors Absent	Greg Angelo	Metro
	Jan Martin	AMDA
	Nathan Korman	NBK, LLC
	Galo Medina	Comprehensive Financial Services
	Don Mushin	Toyota of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Fran Curbello	Metro
	Rosalie Hasnat	McKenna Long Aldridge
	Mitch O'Farrell	CD 13

## **I. Call to Order**

The meeting was called to order by Board President Thaddeus Smith at 4:06 p.m.

## **II. Open Forum**

Smith announced that Jim McPartlin will be leaving the board later this year, as he is moving to New York to be the manager of the W Times Square. Smith also introduced two new board members, Greg Beck and Thomas Goffigon.

## **III. Approval of Minutes**

**It was moved by John Tronson, seconded by Ron Radachy and CARRIED to approve the minutes from the board's September 15, 2011 meeting. Unanimously approved.**

## **IV. Treasurer's Report**

### **A. Treasurer's Report for August 2011:**

Morrison reported that she is preparing a draft budget to accompany the 2012 Planning Report, which is due to the City Clerk's Office on December 1.

Last year we budgeted 4% delinquency rate; currently the private sector delinquency rate is only 2% but the government owned parcels have a 36% delinquency, most of which are MTA parcels.

Regarding the budget surplus we are expecting, Morrison said she would like to establish a three-person working group to work with her on the budget recommendation and the various special project proposals for the coming year. Stephan, Tronson and Yamada volunteered to serve on the working group.

Additionally, Morrison reported we were finally able to secure a liability insurance policy for the BID with the help of our attorney Jeff Briggs and our insurance agent. They have reduced the \$100,000 loss reserve to \$40,000 through Philadelphia Insurance. The policy we were able to get is about \$12,000 a year which is on par with what we were paying a few years ago. Bonbright asked if we had D&O insurance; Morrison said we have a \$5M policy.

The Board reviewed the master balance sheet and financial statements ending September 30, 2011. **It was moved by Chris Bonbright, seconded by Jim McPartlin and CARRIED to approve the Treasurer's Report.**

## **V. New Business**

### **A. "Top Ten Things We Learned at the IDA Conference" – Thad Smith and Kerry Morrison**

Smith and Morrison recently attended the IDA (International Downtown Association) annual conference in Charlotte, NC. Smith reported that while there he realized that BIDs and Chambers (of Commerce)

play an increasingly important role in helping their cities now, since most governments are struggling just to stay afloat. They presented their slideshow of the top ten things they learned: 1 – Retail recruitment was a significant theme. 2 – The more walkable a district is, the greater the ROI (return on investment). A system has been developed to create a community's "walk score," which docks points for things like chain link fences, blacked out windows, vacancies and surface parking lots. 3 – Hospitality Management is an important function of BIDs; having and active nightlife scene is good but needs to be properly managed. 4 – Urban living is here to stay. 5 – BID managers are "place managers." 6 – Sustainability is the new emphasis (the capacity to endure). 7 – Social media is cheap, ubiquitous, and it works. 8 – Better to have people and traffic than beautiful, empty streets and sidewalks. 9 – Don't ignore demographics. 10 – To build a great city, you need a great foundation. Some things that we start may not be finished in our lifetime but it's important to build the foundation.

## **VI. Committee/Activity Reports**

### **A. Hollywood Facelift Working Group**

**1. CRA/CPEP Update:** Neelura Bell presented a slideshow presentation created for the public workshops on the CPEP program. The program is meant to spur economic development but can also be used to bring buildings up to ADA requirements and for upgrades. She thanked the BID for their partnership on the program and outlined the core area conditional loan requirements and the maintenance agreement. The program components include either exterior only (EOC) or exterior and interior (EIC) with matching funds available up to \$200,000 per storefront. An additional resource is the LA DWP façade lighting program which can be used in conjunction with CPEP. Priorities, eligible improvements, free architectural services and additional evaluation criterion will be explained at the upcoming public workshops. Applications will be due Nov. 18<sup>th</sup> and they hope to be able to notify the winners by January 31, 2012. If the program goes well in this first phase, CRA will go back to their board next year to get more funds for future projects.

**2. Results of Property Rating System:** Mariani explained the rating system which each team used to rank the buildings in their given areas and showed the board the outcome of this exercise, presenting graphs that showed each block's average percentage as well as a breakdown by building. Morrison added that this is a benchmark that we can go back to later to show the properties that have improved.

### **B. Security**

**1. Report from security committee meeting:** Tronson stated that at the last meeting, the Sherriff's department gave an in-depth report on their enforcement at bus stops and rail stations. Crime is still low, but there have been a couple of high-profile events including a fatal shooting in front of Stefano's on Hollywood Blvd. and a fatal stabbing on the Red Line. He stressed that stakeholders need to be calling LAPD when an incident is occurring as many times they call the BID office but then the situation escalates. Overall, he said he continues to be very pleased with the security situation on our streets.

**2. Halloween Planning:** Mariani reported that there will be no parking allowed on Sunset Blvd. or Hollywood Blvd. between LaBrea Ave. and the 101 frwy from midnight the night before Halloween until noon the next day in anticipation of all the pedestrian traffic expected in the area.

**3. Cahuenga Corridor Update:** Mitch O'Farrell stated that the motion will go under one more revision to figure out how to operate the valet zone on Cahuenga. Tomorrow morning, council president Garcetti will introduce the new motion to establish valet zones. The change would require reports back from any organization administering a valet zone to the city council. It will be important to have business owners at the committee meetings to get support for the ordinance. It is hoped that this will be up and running by next summer.

**4. Community Impact Team:** O'Farrell stated that the team has been working for months on DOT restrictions, curbs and signage which are wildly inconsistent. The team is very close to submitting a menu of recommendations which include suggested tour bus staging sites (included in the packet).

### **C. Streetscape Committee**

**1. Report from EaCa pedestrian alley improvement project:** MacPherson presented photos of the alley's progress, with the first "before" photos having been taken exactly four years ago, and sharing some recent victories and a recap of the outing to Pasadena to visit their alleys.

**2. Renewal of Maintenance Contract:** MacPherson reported that Rick Anderson at CleanStreet is working on renegotiating their contract at the same price, even with a few necessary changes. Unfortunately, we are losing the space currently occupied by the clean team so we are looking for a new location to lease where we can store the trailer and park the vehicles. Bonbright asked if there was a budget available; MacPherson said she is working on it. Beck said he would talk offline to staff about whether or not he could provide his space on Selma and Highland.

**3. Status of Walk of Fame repair:** The Chamber's historic trust has been convening meetings to prioritize the areas for repair, which will most likely be after the Oscars next year. The Hollywood & Highland will be done first as it is the highest priority area and Metro is providing partial funding.

**4. Update on Community Plan and Urban Design Guidelines:** MacPherson advised that it's really important for property owners to be involved with the Community Plan process as it will have a great impact on properties. There will be public hearings on November 7 and 10. Regarding the Urban Design Guidelines, MacPherson is hoping that a redline version will soon be made available and she encouraged board members to attend the public workshops on November 3 and 17. Bell added that they would like to meet with the Chamber and a small group of property owners to explain why the CRA made the changes they did.

**5. City's possible indemnification of Historic Trust and other parties:** O'Farrell reported he has been trying to get the city to stop plaintiffs from suing the Chamber and other similar parties for slip and fall accidents on the Walk of Fame. The city assumes liability but so far does not specifically state that the other parties should not be sued. He is also looking at the way street services handles repairs to the Walk of Fame. He said he thinks there is progress being made, but he does not think the city will indemnify BIDs; however he thinks he can possibly get the city to ask BSS not refer to the BID for any lawsuits on trip and falls.

## **D. Marketing and Communications**

**1. METRO Plans for enhanced late evening service during holidays:** Fran Curbello, METRO, presented to the board on plans to launch a pilot program increasing the amount of trains running at night after 6 p.m. on the red, purple, blue and expo lines of the subway. The trains will now run every ten minutes until midnight and the slogan to market the new program is "More Trains, More Often." The mayor will be announcing the new program at a press conference on Monday, Nov. 14 (\*later changed to Nov. 7). She asked that no one make the information public until after the press conference. She also added that Cirque du Soleil is going to be offering a 20% discount on tickets to IRIS through Metro and they will need help getting the word out.

**2. CBS Radio "On Your Corner":** Strecker reported that he and MacPherson had attended the Pasadena "On Your Corner" business luncheon where Les Brown was the speaker, who they both enjoyed. At the luncheon, they were informed that the promotion is moving to KNX radio which has a much larger signal and audience. New sponsorship packages will be created but the pricing should not change. The promotion is still scheduled to come to Hollywood on January 27, 2012.

**3. Pow Pow 2012 planning:** Strecker and Morrison will be meeting with Kim Sudhalter, who helped the BID prepare for Pow Wow in 2012, to brainstorm ideas to take advantage of our sponsorship of the event. Sudhalter will submit a proposal for her services for the board to consider at the next meeting. Strecker and Morrison already met with representatives from LA Inc. to outline some of our opportunities.

## **E. Nominating Committee**

**1. Development of Slate of Officers:** Morrison reported that Bonbright, Sundher and Bell will meet in the next thirty days to develop the slate of nominees. She noted that there will be one additional open seat due to Jim McPartlin's anticipate departure.

## **VII. Old Business**

There was no old business to report.

## **VIII. New Business**

**A. Announcements:** Morrison briefly announced several upcoming events, including the Chamber Foundation's All Hallow's Eve party on Oct. 24, Homewalk on November 19, and the luncheon with Congressman Adam Schiff at Sunset Gower Studios on October 21.

## **IX. Next Meeting:**

The next meeting was scheduled for Thursday, November 17 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028) to be followed by the Annual Dinner at Twist Restaurant in the Hollywood Renaissance hotel.

**X. Adjourn:** There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:53 p.m.